



Belvedere:
Jerry Butler

May 11, 2005

Corte Madera:
Melissa Gill

Fairfax:
Lew Tremaine

TO: Executive Committee, Transportation Authority of Marin

Larkspur:
Joan Lundstrom

RE: Consistent Look & Feel for TAM Materials

Mill Valley:
Dick Swanson

Dear Commissioners:

Novato:
Pat Eklund

As part of the 18-month work program, TAM retained the services of CirclePoint, a member of the Nolte team, to conduct public outreach. A critical first step in public outreach is ensuring a recognizable identity for the Authority that is underscored in all TAM communications materials and tools, through application of a consistent look & feel, fostering awareness and trust among TAM's many audiences.

Ross:
Tom Byrnes

San Anselmo:
Peter Breen

CirclePoint has created for your consideration look & feel options for TAM that build on the current logo. The selected look & feel would be applied to such communications vehicles as: letterhead, business cards, envelopes, the website, press releases, brochures, and fact sheets.

San Rafael:
Al Boro

Sausalito:
Amy Belser

CirclePoint also has created options for a complimentary Measure A logo, designed to be used in tandem with the TAM logo in certain applications. This ensures that the Authority has its own identity as an organization and that Measure A is recognized as a critical source of funding for TAM's work. This logo could be applied to, for example, Measure A fact sheets and construction signs.

Tiburon:
Alice Fredericks

County of Marin:
Susan Adams
Hal Brown
Steve Kinsey
Charles McGlashan
Cynthia Murray

The attached spiral bound materials include: 1) sample applications of the proposed look & feel for TAM 2) sample applications for an alternate TAM look & feel 3) options for a complimentary Measure A logo. 4) look & feel samples from other entities. Both the proposed look & feel and the alternate are designed to carry the TAM mission and principles of credibility, transparency, responsiveness, efficiency and effectiveness. In addition, the proposed look & feel provides some continuity from materials produced around the sales tax measure.

Recommendation

Staff recommends that the Executive Committee:

1. Concur with the TAM Identity First Choice.
2. Choose a Measure A logo from options provided.

3. Direct staff to provide an overview of the Look and Feel for TAM materials to TAM at the May 26, 2005 meeting, and to proceed with plans to apply the look & feel to TAM communication materials and tools

Respectfully Submitted,

Craig Tackabery
Executive Director

Attachment: Proposed Look & Feel for the Transportation Authority of Marin
and Other Samples for Comparison (Commissioners Only)